

GEAR FOR THE GREAT WIDE OPEN



MARLBORO COUNTRY STORE

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



70742

IT TAKES YEARS OF WEARING DENIM TO GET SOME THINGS JUST RIGHT.

MARLBORO JEAN JACKET Traditional styling. Exceptional detailing. Heavy stonewashed denim with top-grade leather collar, button front. Patch pockets. Custom plant lining on the inside yoke. Embossed leather Marlboro Country Stamp patch on the back yoke. S, M, L and XL. **800 MILES**

BRAND M CAP You can tell where a man's coming from by the hat he wears. 100% cotton, washed twill cap. Fully adjustable with leather strap. Embossed leather Marlboro Country Stamp buckle. Marlboro logo over back opening. Red or black. **800 MILES**

© 1997 Philip Morris Inc. All rights reserved. FTD method.

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70712

MARLBORO COUNTRY CALENDAR 1995

[illegible]

Give This Card To A Friend.

So they can qualify for future offers from Marlboro.

Only for smokers 21 years of age or older.

What is your regular brand of cigarette?
 (Is the brand you smoke most often?)

If your regular brand isn't on this list, please
 write it in the space below.

What is your regular brand of cigarette?
 (Is the brand you smoke most often?)

If your regular brand isn't on this list, please
 write it in the space below.

NAME (Last, first, middle initial)

ADDRESS

CITY

STATE

ZIP

DATE OF BIRTH (month, day, year)

SMOKES (circle one)
 10's 15's 20's

1. I am a regular brand user of cigarettes.
 (Check one)
☐ Yes ☐ No

2. If your regular brand is not on this list, please
 write it in the space below.

3. I am a regular brand user of cigarettes.
 (Check one)
☐ Yes ☐ No

4. If your regular brand is not on this list, please
 write it in the space below.

5. I am a regular brand user of cigarettes.
 (Check one)
☐ Yes ☐ No

6. If your regular brand is not on this list, please
 write it in the space below.

7. I am a regular brand user of cigarettes.
 (Check one)
☐ Yes ☐ No

8. If your regular brand is not on this list, please
 write it in the space below.

NAME (Last, first, middle initial) _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

DATE OF BIRTH (month, day, year) _____

SMOKES (circle one) 10's 15's 20's

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5. I am a regular brand user of cigarettes. (Check one) ☐ Yes ☐ No

6. If your regular brand is not on this list, please write it in the space below.

7. I am a regular brand user of cigarettes. (Check one) ☐ Yes ☐ No

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NAME		Address	City	State	Zip	Age	Sex	Occupation	Education	Income	Assets	Liabilities	Net Worth	Spouse	Children	Other	
1	Mr. & Mrs. John Doe	123 Main St.	Anytown	CA	90210	45	M	Engineer	College	\$50,000	\$100,000	\$20,000	\$80,000	John	2	1	
2	Mr. & Mrs. Jane Smith	456 Oak St.	Anytown	CA	90210	35	F	Teacher	College	\$30,000	\$50,000	\$10,000	\$40,000	Jane	1	0	
3	Mr. & Mrs. Bob Johnson	789 Pine St.	Anytown	CA	90210	55	M	Retired	College	\$40,000	\$70,000	\$15,000	\$55,000	Bob	3	2	
4	Mr. & Mrs. Alice Brown	101 Elm St.	Anytown	CA	90210	25	F	Student	High School	\$15,000	\$30,000	\$5,000	\$25,000	Alice	0	0	
5	Mr. & Mrs. Charlie White	202 Maple St.	Anytown	CA	90210	65	M	Farmer	College	\$60,000	\$120,000	\$25,000	\$95,000	Charlie	4	3	
6	Mr. & Mrs. David Green	303 Birch St.	Anytown	CA	90210	40	M	Doctor	College	\$80,000	\$150,000	\$30,000	\$120,000	David	2	1	
7	Mr. & Mrs. Emily Black	404 Cedar St.	Anytown	CA	90210	30	F	Nurse	College	\$35,000	\$60,000	\$12,000	\$48,000	Emily	1	0	
8	Mr. & Mrs. Frank Gray	505 Elm St.	Anytown	CA	90210	50	M	Engineer	College	\$55,000	\$90,000	\$18,000	\$72,000	Frank	3	2	
9	Mr. & Mrs. Grace Hall	606 Oak St.	Anytown	CA	90210	20	F	Student	High School	\$10,000	\$20,000	\$3,000	\$17,000	Grace	0	0	
10	Mr. & Mrs. Henry King	707 Pine St.	Anytown	CA	90210	60	M	Retired	College	\$45,000	\$80,000	\$16,000	\$64,000	Henry	4	3	
11	Mr. & Mrs. Irene Lee	808 Elm St.	Anytown	CA	90210	38	F	Teacher	College	\$32,000	\$55,000	\$11,000	\$44,000	Irene	1	0	
12	Mr. & Mrs. Jack Miller	909 Oak St.	Anytown	CA	90210	52	M	Engineer	College	\$58,000	\$100,000	\$20,000	\$80,000	Jack	3	2	
13	Mr. & Mrs. Karen Wilson	1010 Pine St.	Anytown	CA	90210	28	F	Nurse	College	\$38,000	\$65,000	\$13,000	\$52,000	Karen	1	0	
14	Mr. & Mrs. Larry Moore	1111 Elm St.	Anytown	CA	90210	62	M	Retired	College	\$48,000	\$95,000	\$19,000	\$76,000	Larry	4	3	
15	Mr. & Mrs. Mary Taylor	1212 Oak St.	Anytown	CA	90210	32	F	Teacher	College	\$34,000	\$60,000	\$12,000	\$48,000	Mary	1	0	
16	Mr. & Mrs. Norman Anderson	1313 Pine St.	Anytown	CA	90210	58	M	Engineer	College	\$62,000	\$110,000	\$22,000	\$88,000	Norman	3	2	
17	Mr. & Mrs. Olivia Baker	1414 Elm St.	Anytown	CA	90210	22	F	Student	High School	\$8,000	\$15,000	\$2,000	\$13,000	Olivia	0	0	
18	Mr. & Mrs. Paul Clark	1515 Oak St.	Anytown	CA	90210	68	M	Retired	College	\$52,000	\$105,000	\$21,000	\$84,000	Paul	4	3	
19	Mr. & Mrs. Rachel Evans	1616 Pine St.	Anytown	CA	90210	36	F	Nurse	College	\$42,000	\$75,000	\$15,000	\$60,000	Rachel	1	0	
20	Mr. & Mrs. Steven Harris	1717 Elm St.	Anytown	CA	90210	54	M	Engineer	College	\$65,000	\$125,000	\$24,000	\$101,000	Steven	3	2	

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